

ABSTRACT OF THE DISCLOSURE

An electronic merchandise distribution apparatus includes an information management unit which acquires at least one of viewing information, preference  
5 information, and retrieval information of a user who uses one of a plurality of terminals, and a distribution management unit which stores non-real-time contents compressed by a CODEC, in an access provider corresponding to one of the plurality of terminals used  
10 by the user, based on the acquired at least one of the viewing information, preference information, and retrieval information of the user, prior to receiving the contents viewing request from the user.